

**UTAH CTE SKILL CERTIFICATION
PERFORMANCE EVALUATION
Marketing Advanced – TEST #403**

The performance evaluation is a **required component of the skill certification process**. Each student must be evaluated on the required performance objectives. Performance objectives may be completed and evaluated anytime during the course.

- Students should be aware of their progress throughout the course, so that they can concentrate on the objectives that need improvement.
- Students should be encouraged to repeat the objectives until they have performed at a minimum of **80% (moderately to highly skilled level)**.
- When a performance objective has been achieved at a minimum of 80% (moderately to highly skilled level), "**Y**" (**Y=YES**) is recorded on the performance summary evaluation form. If a student **does not** achieve 80% (moderately to highly skilled level), then "**N**" (**N=NO**) is recorded on the summary sheet for that objective.
- All performance objectives **MUST** be completed and evaluated prior to the written test.
- The teacher will bubble in "**A**" on the answer sheet for item **#81** for students who have achieved "**Y**" on **ALL performance objectives**.
- The teacher will bubble in "**B**" on the answer sheet for item **#81** for students who have **ONE or more "N's"** on the performance objectives.
- The signed summary evaluation sheet(s) **MUST** be kept in the teacher's file for two years.
- A copy is also kept on file with the school's CTE skills certification testing coordinator for two years.

Performance Objective

PO-01 _____ Understand how to organize and complete a marketing research project.

Students who achieve 80% (moderately to highly skilled) on **ALL** performance objectives and 80% on the written test will be issued an CTE skill certificate.

Please print clearly:

I, _____, certify that _____, who is a student at
(Teacher Name) (Student Name)

_____, has mastered the above performance objective at an 80% or
(High School Name)

higher level.